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CENTRAL FAX CENTER

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Serial No. 10/790,465

IN THE CLAIMS

Please cancel claims 2-5, 8, 15-18, 21, 28-31 and 34, and amend claims 1, 6-7, 9-10, 12-14, 19-20, 22-27, 32-33 and 35-39 as follows:

1. (CURRENTLY AMENDED) A method of collecting, storing and processing usage data from a device, comprising:

collecting, storing and processing usage data from the device in accordance with a privacy policy by:

[[a)] extracting the usage data from the device, wherein the usage data is associated with a customer identifier;

[[b)] ~~obfuscating, but not eliminating,~~ translating the customer identifier from the extracted usage data into a replacement identifier when the customer is an "opt-neutral" customer; and

[[c)] correlating the extracted usage data over a period of time using the ~~obfuscated~~ customer identifier or replacement identifier;

such that both the customer identifier and the usage data are stored for "opt-in" customers, only the replacement identifier and the usage data are stored for "opt-neutral" customers, and neither the customer identifier nor the usage data are stored for "opt-out" customers.

2. (CANCELED)

3. (CANCELED)

4. (CANCELED)

5. (CANCELED)

6. (CURRENTLY AMENDED) The method of claim 1, wherein the ~~obfuscating~~ translating step is performed only for extracted usage data associated with an "opt-neutral" customer.

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7. (CURRENTLY AMENDED) The method of claim 1, wherein the ~~obfuscating~~ translating step comprises creating ~~[[a]]~~ the replacement identifier for the customer identifier from the extracted usage data.

8. (CANCELED)

9. (CURRENTLY AMENDED) The method of claim ~~[[8]]~~ 1, wherein the translating step comprises performing a translation function that produces a unique replacement identifier for every customer identifier.

10. (CURRENTLY AMENDED) The method of claim ~~[[8]]~~ 1, wherein the translating step comprises performing a translation function that produces a non-unique replacement identifier for every customer identifier.

11. (ORIGINAL) The method of claim 1, wherein the translating step comprises performing a one-way translation function that has an inverse function that is difficult to perform.

12. (CURRENTLY AMENDED) The method of claim 1, wherein the device sends the ~~viewing~~ usage data along with a usage identifier that is independent of the customer identifier.

13. (CURRENTLY AMENDED) The method of claim 12, wherein the ~~obfuscating~~ translating step comprises translating the customer identifier from the extracted usage data into ~~[[a]]~~ the replacement identifier using the usage identifier.

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14. (CURRENTLY AMENDED) An apparatus for collecting, storing and processing usage data from a device, comprising:

means for collecting, storing and processing usage data from the device in accordance with a privacy policy by:

[[a]] ~~means for~~ extracting the usage data from the device, wherein the usage data is associated with a customer identifier;

[[b]] ~~means for obfuscating, but not eliminating, translating~~ the customer identifier from the extracted usage data into a replacement identifier when the customer is an "opt-neutral" customer; and

[[c]] ~~means for~~ correlating the extracted usage data over a period of time using the ~~obfuscated customer identifier or replacement identifier;~~

such that both the customer identifier and the usage data are stored for "opt-in" customers, only the replacement identifier and the usage data are stored for "opt-neutral" customers, and neither the customer identifier nor the usage data are stored for "opt-out" customers.

15. (CANCELED)

16. (CANCELED)

17. (CANCELED)

18. (CANCELED)

19. (CURRENTLY AMENDED) The apparatus of claim 14, wherein the ~~means for obfuscating~~ translating is performed only for extracted usage data associated with an "opt-neutral" customer.

20. (CURRENTLY AMENDED) The apparatus of claim 14, wherein the ~~means for obfuscating~~ translating comprises ~~means for~~ creating [[a]] the replacement identifier for the customer identifier from the extracted usage data.

21. (CANCELED)

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22. (CURRENTLY AMENDED) The apparatus of claim ~~[[21]]~~ 14, wherein the ~~means for~~ translating comprises ~~means for~~ performing a translation function that produces a unique replacement identifier for every customer identifier.

23. (CURRENTLY AMENDED) The apparatus of claim ~~[[21]]~~ 14, wherein the ~~means for~~ translating comprises ~~means for~~ performing a translation function that produces a non-unique replacement identifier for every customer identifier.

24. (CURRENTLY AMENDED) The apparatus of claim 14, wherein the ~~means for~~ translating comprises ~~means for~~ performing a one-way translation function that has an inverse function that is difficult to perform.

25. (CURRENTLY AMENDED) The apparatus of claim 14, wherein the device sends the ~~viewing~~ usage data along with a usage identifier that is independent of the customer identifier.

26. (CURRENTLY AMENDED) The apparatus of claim 25, wherein the ~~means for~~ ~~obfuscating~~ translating comprises ~~means for~~ translating the customer identifier from the extracted usage data into ~~[[a]]~~ the replacement identifier using the usage identifier.

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27. (CURRENTLY AMENDED) An article of manufacture ~~embodying logic comprising a computer program storage media storing instructions that, when read and executed by a computer, causes the computer to perform a method~~ for collecting, storing and processing usage data from a device, ~~the logic comprising:~~

collecting, storing and processing usage data from the device in accordance with a privacy policy by:

[[a)] extracting the usage data from the device, wherein the usage data is associated with a customer identifier;

[[b)] ~~obfuscating, but not eliminating,~~ translating the customer identifier from the extracted usage data into a replacement identifier when the customer is an "opt-neutral" customer"; and

[[c)] correlating the extracted usage data over a period of time using the ~~obfuscated~~ customer identifier or replacement identifier;

such that both the customer identifier and the usage data are stored for "opt-in" customers, only the replacement identifier and the usage data are stored for "opt-neutral" customers, and neither the customer identifier nor the usage data are stored for "opt-out" customers.

28. (CANCELED)

29. (CANCELED)

30. (CANCELED)

31. (CANCELED)

32. (CURRENTLY AMENDED) The article of claim 27, wherein the ~~obfuscating~~ translating step is performed only for extracted usage data associated with an "opt-neutral" customer.

33. (CURRENTLY AMENDED) The article of claim 27, wherein the ~~obfuscating~~ translating step comprises creating [[a)] the replacement identifier for the customer identifier from the extracted usage data.

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34. (CANCELED)

35. (CURRENTLY AMENDED) The article of claim ~~[[34]]~~ 27, wherein the translating step comprises performing a translation function that produces a unique replacement identifier for every customer identifier.

36. (CURRENTLY AMENDED) The article of claim ~~[[34]]~~ 27, wherein the translating step comprises performing a translation function that produces a non-unique replacement identifier for every customer identifier.

37. (CURRENTLY AMENDED) The article of claim ~~[[34]]~~ 27, wherein the translating step comprises performing a one-way translation function that has an inverse function that is difficult to perform.

38. (CURRENTLY AMENDED) The article of claim ~~[[27]]~~ 27, wherein the device sends the ~~viewing~~ usage data along with a usage identifier that is independent of the customer identifier.

39. (CURRENTLY AMENDED) The article of claim 38, wherein the ~~obfuscating~~ translating step comprises translating the customer identifier from the extracted usage data into ~~[[a]]~~ the replacement identifier using the usage identifier.